

Rep Order# 6852105 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106573

Last Received: 09/13/2012 12:59 PM  
Showing Buylines: All Lines

1 of 4

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1771  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 42/45/1771  
Flight Dates 09/11/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/18-09/24	4	1	4	\$2,400.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/18-09/24	4	1	4	\$4,000.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/18-09/24	4	1	4	\$6,000.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	09/15-09/22	1	2	2	\$700.00	
	5	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/15-09/22	1	2	2	\$1,250.00	
	6	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	09/16-09/23	1	2	2	\$750.00	
	7	SU	7A-8A	TODAY ON SUNDAY	:30	\$500.00	09/16-09/23	1	2	2	\$1,000.00	
	8	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	09/16-09/23	1	2	2	\$1,000.00	
	9	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	09/16-09/16 09/23-09/23	0 1	1 1	0 1	\$500.00	
		[MADE-GOOD BY LINE(S) 45]										
	45	SU	930P-10P	CHRIS MATTHEWS SHOW	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
		[MKGD FOR SPOTS MISSED ON LN #9: 9/16(1/WK)]										
	10	TU-F,M	9A-10A	TODAY SHOW II	:30	\$900.00	09/18-09/24	3	1	3	\$2,700.00	
	11	TU-F,M	10A-11A	TODAY SHOW III	:30	\$450.00	09/18-09/24	4	1	4	\$1,800.00	
	12	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	09/18-09/24	4	1	4	\$1,300.00	

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 Estimate# 1771    Agency C/P1/P2/E 42/45/1771  
 Buyer Maury Gilroy    Flight Dates 09/11/2012 - 09/24/2012    Salesperson Phone# 215-568-6540  
 Phone#    Hiatus Weeks    Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-09/24	4	1	4	\$1,700.00	
	14	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/18-09/24	4	1	4	\$1,300.00	
	15	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	09/18-09/24	3	1	3	\$1,275.00	
	16	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	09/18-09/24	4	1	4	\$1,300.00	
	17	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	09/18-09/24	3	1	3	\$1,350.00	
	18	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	09/18-09/24	4	1	4	\$2,800.00	
	19	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/18-09/24	3	1	3	\$2,100.00	
	20	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	09/18-09/24	5	1	5	\$6,000.00	
	21	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	09/15-09/15	2	1	2	\$1,300.00	
							09/22-09/22	0	1	0		
	22	SA	630P-730P	NEWS 3: TO THE POINT	:30	\$500.00	09/15-09/22	1	2	2	\$1,000.00	
	23	M	8P-10P	THE VOICE	:30	\$4,000.00	09/17-09/17	1	1	1	\$4,000.00	
	24	M	10P-11P	REVOLUTION	:30	\$3,200.00	09/24-09/24	1	1	1	\$3,200.00	
	25	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	09/19-09/19	1	1	1	\$3,200.00	
	26	F	9P-10P	GRIMM	:30	\$2,600.00	09/21-09/21	1	1	1	\$2,600.00	
	27	SA	9P-10P	NBC PRIME ENCORES	:30	\$1,200.00	09/15-09/15	1	1	1	\$1,200.00	
	28	SU	530P-830P	SUN NT FB	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	

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	29	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/18-09/24	3	1	3	\$3,300.00	
	30	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/15-09/22	1	2	2	\$2,200.00	
	31	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/16-09/23	1	2	2	\$2,200.00	
	32	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	09/18-09/24	2	1	2	\$1,500.00	
	33	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	09/22-09/22	1	1	1	\$1,400.00	
	34	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	09/16-09/23	1	2	2	\$800.00	
	35	SU	4P-5P	ETBL IN AMERICA	:30	\$2,400.00	09/16-09/23	1	2	2	\$4,800.00	
	36	SU	9P-10P	DATELINE	:30	\$1,200.00	09/16-09/23	1	2	2	\$2,400.00	
	37	F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/14-09/17	1	1	1	\$600.00	
	38	F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/14-09/17	1	1	1	\$1,500.00	
	39	F,M	11A-12P	RACHEL RAY	:30	\$325.00	09/14-09/17	1	1	1	\$325.00	
	40	F,M	2P-3P	THE DOCTORS	:30	\$325.00	09/14-09/17	1	1	1	\$325.00	
	41	F,M	3P-4P	DR. PHIL	:30	\$450.00	09/14-09/17	1	1	1	\$450.00	
	42	F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	09/14-09/17	1	1	1	\$700.00	
	43	F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	09/14-09/17	2	1	2	\$2,400.00	
	44	F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/14-09/17	1	1	1	\$1,100.00	

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---REPORT TOTALS---

Report Totals: 100 / \$94,225.00

---SALES MONTHLY TOTALS---

Sep 12: 100 / \$94,225.00  
Sales Totals: 100 / \$94,225.00  
Station Totals: 100 / \$94,225.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$261,736	CATV 0%	KBEL 0%	KINC 0%	KLAS 25%	KSNV 36%
		KTUV 20%	KTUD 1%	KVCW 1%	KVMY 2%	KVVU 15%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---

CASH IN ADVANCE